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August 30, 1999

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ATTORNEY DOCKET NO. 7099.1186

**Box PATENT APPLICATION**  
**Assistant Commissioner for Patents**  
**Washington, D.C. 20231**

Re: New U.S. Patent Application  
Title: APPARATUS AND METHOD FOR CREATING  
A MARKETING INITIATIVE  
Inventors: James Poage et al.

Sir:

We enclose the following papers for filing in the United States Patent and Trademark Office in connection with the above patent application.

1. Application - 23 pages, including 5 independent claims and 24 claims total.
2. Drawings - 8 sheets of informal drawings (Figures 1-8).
3. Information Disclosure Statement, PTO Form 1449 w/6 references
4. A check for \$988.00 representing a \$760.00 filing fee and \$228.00 for additional claims fees.

This application is being filed under the provisions of 37 C.F.R. § 1.53(f). Applicants await notification from the Patent and Trademark Office of the time set for filing the Declaration.

Please accord this application a serial number and filing date.

FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P.

Assistant Commissioner for Patents

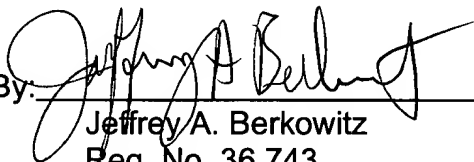
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The Commissioner is hereby authorized to charge any additional filing fees due and any other fees due under 37 C.F.R. § 1.16 or § 1.17 during the pendency of this application to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
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By:   
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JAB/WDD/mwh  
Enclosures

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